Exam # 3

1.(m/c) The mass media functions as an institution of socialization in all of the following ways EXCEPT:

a. socializes individuals into the primary social role of consumer.

b. socializes individuals into social norm of high level of continuous consumption.

c. socializes individuals to value materialism.

d. socializes individuals into life goal: success in consuming. e. none are exceptions

2.(m/c) The mass media functions as an institution of social control in all of the following ways EXCEPT:

a. filters information and ideas. b. reinforces conventional wisdoms.

c. guarantees Americans are at home at night.

d. keeps American in a cycle of work spend debt. e. none are exceptions

3.(m/c) Which of the following was referred to as the “world’s greatest adventure in advertising”?

a. Creel Commission b. Gospel of Mass Consumption c. Radio and soap operas

d. selling Eisenhower through television advertising e. none of the above

4.(m/c) An example of the growing concentration of ownership in the media is that \_\_\_\_\_\_\_media corporations now own twenty-five thousand media outlets.

a. five b. eight c. ten d. 12

5.(m/c) All of the following are examples of or causes for increasing concentration in the ownership of media EXCEPT:

a. Telecommunications Act of 1996 b. interlocking directorates

c. shared monopolies d. competition e. none are exceptions

6.(t/f) Synergy refers to the system of vertical and horizontal integration in corporate media.

7.(m/c) Your professor argues which of the following about corporate owned advertising supported news?

a. Its function is to inform the people.

b. One of the goals of corporate owned advertising supported media is expansion.

c. The corporate owned advertising supported media distracts American citizens from what is important and stupefies them.

d. b and c e. all of above

8.(m/c) All of the following are cost cutting measures undertaken by the media as it becomes further concentrated EXCEPT:

a. fire reporters and staff b. limit investigative journalism c. more and shorter stories

d. extensive coverage of foreign news e. none are exceptions

9.(m/c) The corporate owned advertising news is dependent on all of the following EXCEPT:

a. centralized sources b. GNRs c. VNRs d. press briefings e. none are exceptions

10.(m/c) The new norm in journalism is “balance” where “journalists” allow both sides to speak on an issue . All of the following were given as reasons or examples why this is not the best way to do journalism EXCEPT:

a. An animal rights demonstration at Sea World. b. There may be more than two sides.

c. The journalist does not try to determine the credibility of the speakers.

d. The journalist does not inform the viewers of conflicts of interest of the speakers. e. none are exceptions

11.(t/f) According to media theory, power is exercised by means of manipulation.

12.(t/f) The hook for a television news show is usually violence; this follows the principle “If it bleeds, it leads.”

13.(m/c) Television news loves a disaster; from the point of view of the news the best disaster to cover is a:

a. tornado b. fire c. hurricane e. earthquake

14.(m/c) All of the following are examples of news as infotainment from the Daily Show EXCEPT:

a. how windy is a hurricane b. how does 50,000 volts feel

c. canoeing in inches deep flood water d. none are exceptions

15.(m/c) All of the following are characteristics of the process of globalization according to The World is Flat Theory EXCEPT:

a. the process is inevitable b. the process is unavoidable c. the process is progressive

d. the process is reversible e. none are exceptions

16.(t/f) The World is Flat theory argues that everyone is competing with everyone else in the world on a level playing field.

17.(m/c) According to the World is Flat theory, all of the following are the means by which the process of globalization is advancing EXCEPT:

a. technology transfer, where Third World countries get modern technology.

b. free trade agreements that eliminate trade barriers so that all countries can trade freely in the global market place.

c. a global regulatory system to guarantee that all countries comply with the rules of the global agreements.

d. developmental loans to help the poor countries progress. e. none are exceptions

18.(m/c) According to international trade agreements like NAFTA, which of the following are barriers to free trade ?

a. tariffs b. subsidies c. price controls d. a and b e. all of above

19.(t/f) According to Wallerstein’s world system theory, the peripheral countries of the world system dominate the system.

20.(t/f) According to Wallerstein’s world system theory, there are stages within the world system where one country establishes hegemony for a short period of time.

21.(m/c) According to neo-colonial theory, the characteristics of globalization are:

a. that it is shaped by powerful forces.

b. that it is a system of domination and subordination.

c. that it will create a standardized and homogenous world.

d. a and b e. all of above

22.(m/c) According to neo-colonial theory the most powerful of the forces shaping the world are:

a. Multi-National corporations b. First World Governments

c. Third World Elites d. none are exceptions

23.(m/c) All of the following are goals of economic imperialism according to Neo-Colonial theory EXCEPT:

a. cheap natural resources b. cheap labor c. open markets

d. more social services for the poor e. none are exceptions

24.(t/f) The main means by which neo-colonialism (economic imperialism) works is by military conquest.

25.(t/f) According to Neo-Colonial theory, the first step in controlling “third world” countries is supporting an elite faction that will govern in the interest of the “first world.”

26.(t/f) The military is the largest institution in most “third world” countries because the countries need to protect themselves from invasion by their neighbors.

27.(t/f) According to neo-colonial theory, developmental loans put countries in debt for a short time, but in the long run the countries have been able to develop their resources, pay back the loan, and improve their standard of living.

28.(m/c) Structural adjustment plans demand all of the following EXCEPT:

a. privatization of profitable national industries b. privatization of government services

c. decrease in social services for the poor d. increased use of tariffs e. none are exceptions

29.(m/c) The company that pled guilty to paying a paramilitary/death squad to kill union organizers was;

a. Dole b. Chiquita c. Exxon Mobil

30.(t/f) Export processing zones have been shown to benefit the people of the host country significantly through the trickle down effect.

31.(m/c) Structural adjustment plans have forced almost a third of the world’s population from rural to urban areas. This has created a planet of slums whose residents are more vulnerable to all of the following EXCEPT:

a. natural disasters b. fires c. toxic pollution d. contaminated water e. none are exceptions

32.(t/f) Millions are hungry throughout the world despite the fact that enough food is produced in the world to feed everyone.

33.(t/f) According to Neo-Colonial theory, developmental loans go to countries to develop social infrastructure like schools, hospitals, sewage and water treatment facilities.

34.(t/f) According to Neo-Colonial theory, one of the unintended consequences of neo-colonial policies is human migration from “third world” countries to “first world” countries like the United States.

35.(t/f) NAFTA Ch 11 Tribunals have all the legal safeguards and meet all democratic standards for fair and unbiased decision-making.

36.(m/c) McDonaldization theory is influenced by what classical theorist?

a. Marx b. Weber c. Durkheim

37.(t/f) A component of the standardized setting at a fast food restaurant is the predictable emotions of the employees.

38.(t/f) According to McDonaldization theory, a primary goal of McDonaldization is the continual introduction of non-human technology so that efficiency, calculability and predictability can be more easily guaranteed.

39.(t/f) Betty Friedan’s book the *Feminine Mystique* was not popular when it was first published because women of the time totally embraced their social role, its obligations and expectations.

40.(m/c) Which of the following were issues raised by the feminist movement?

a. housework b. job segregation c. women and poverty d. a and be e. all of above

41.(m/c) Feminist social theories try to explain society from the point of view of women. This includes all of the following EXCEPT:

a. the different experience of women b. gender inequality c. gender oppression

d. structural oppression e. none are exceptions

42.(m/c) Liberal feminist theory’s main emphasis is:

a. gender oppression b. gender inequality c. structural oppression

43.(t/f) According to liberal feminist theory, gender is socially constructed.

44.(t/f) According to liberal feminist theory, one of the main factors in economic inequality between genders is women being segregated into specific occupations.

45.(t/f) Radical feminist social theory believes that the most fundamental structure of oppression is class and that patriarchy emerges from class (economic) arrangements.

46.(t/f) Radical feminist social theory believes that the main means by which patriarchy is established and maintained is through violence.

47.(m/c) All of the following are examples (past and/or present) of social control through violence against women EXCEPT:

a. rule of thumb b. witch hunts c. incest d. rape e. none are exceptions

48.(m/c Socialist feminism theory is a(n)\_\_\_\_\_\_\_ theory.

a. gender difference b. gender oppression c. gender inequality d. structural oppression

49.(t/f) The theoretical origins of socialist feminist theory is a Marxist analysis of the historical development of the family as an institution of oppression.

50.(m/c) Socialist feminists believe:

a. a Marxist explanation of the oppression of women does not adequately explain the extent of women’s oppression.

b. patriarchy must be understood as a separate structure of oppression.

c. a feminist theory needs to redefine the concept of domination. d. all of above